

Conference Paper

Regional Cultural Policy: Ural Scenarios

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Abstract


Taking into account the cultural potential of each region, the identification of criteria of the effectiveness of cultural policy, current trends of economic and socio-cultural development allows to solve urgent problems. Among them - identification of priority directions of regional cultural policy; formation of programs of social and economic development of the region based on use of cultural potential of the region; formation of cultural identity; assistance in development of cultural industries and cultural initiatives; development of mechanisms for involving the entire population in cultural activities. The article considers the difference between the scenarios of cultural policy, in particular, Chelyabinsk region on the basis of comparative analysis of the state programs of cultural policy of the subjects for 2011-2018 of the Ural Federal district (Tyumen, Chelyabinsk, Sverdlovsk, Kurgan regions, Yamal-Nenets Autonomous area and Khanty-Mansi Autonomous area).

Keywords: cultural policy, regional cultural policy, state programs of culture development, "economy of emotions".

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1. Introduction

In the works of the authors O. A. Astafyeva, O. I. Gennesaretsky, S. E. Zuev, L. E. Vostriakov, A. Y. Flier, A. S. Balakshin, I. I. Murzina, I. Butenko, I. I. Gorlov, V. Zhidkov, K. Sokolov, O. Karpukhin, etc., the various models of cultural policy are analyzed in the following approaches: systemic, political, institutional, structural-functional, social-cultural, etc. It shows the diversity in the conceptualization of the concepts of "cultural policy" and "regional cultural policy". [9, 10] Regional cultural policy, in our opinion, is a management strategy based on the integrated use of the cultural potential of the region for more effective management of regional socio-cultural development.

2. Methods

Comparative analysis of the state programs of cultural policy of the subjects for 2011-2017 of the Ural Federal district (Tyumen, Chelyabinsk, Sverdlovsk, Kurgan regions and Yamal-Nenets Autonomous area and Khanty-Mansi Autonomous area) [12, p. 79-86]

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reveals the difference in management approaches, and, consequently, the results and effectiveness of regional cultural policy, its impact on the improvement of urban and rural environment, formation of a positive image of the region among its residents and neighbors, development of regional consciousness, improving the quality of "human capital" and, as a consequence, the growth of investment attractiveness of the region (Khanty-Mansi Autonomous area[8], Tyumen[5], Sverdlovsk region [4]). On the other hand, management mistakes of the leadership, misunderstanding of the main trends in the development of culture lead to a decrease in their status to the limit of "non-self-developing" territories, transfers regions to a "drowsy state" in the economy, politics, culture; reduces their role in the socio-cultural field of the country (Kurgan region [3]).

Analysis of the effectiveness of the regional cultural policy of the Russian region - Chelyabinsk region [6] on the basis of an array of normative documents and statistical data, allows us to conclude that the Chelyabinsk region still belongs to the self-developing regions in the field of culture, which is characterized by the principles of complexity, integrity, perspectivity, target orientation, market orientation, adaptability, centrality and mutual benefit. But the decline in indicators such as growth of infrastructure of cultural institutions, budget financing, lack of development of private sector revenues of institutions of culture; visits of theaters, concerts and performances; provision of books and the number of visits to libraries; the lack of use information technologies in the sphere of culture by the population, etc. are evidence of a disturbing trend of gradual distancing of the region from the regions - "leaders". [14, p. 84] The recommended marketing concept of socio-cultural "promotion" of the Chelyabinsk region can be based on: natural landscape identifiers (Taganay, Ilmen reserve, meteorite "Chelyabinsk", etc.), historical identifiers (Arkaim, Peasant war of 1773-75, Kolchak movement, Tankograd, etc.), socio-cultural ("mine and plant of the Russian state", patronage of Stroganovs and Demidovs, etc.) and identifiers-persons (E. Pugachev, Timofeev-Resovsky, L. Kurchatov, L. Skoblikova, etc.). [15]

3. Results

Analysis of cultural policy as a mechanism of socio-economic modernization of the region allows us to draw a number of conclusions. The cultural policy of the region, based on the principle of complementarity between tradition and innovation, should be a factor in the socio-economic transformation of the region. This leads to a result that works for the region: the development of urban infrastructure, the increase in employment and jobs, the design of the urban environment and public space, the

ennobling of territories, the "second life" of empty plants and factories, etc. The solution to these problems will give the opportunity to more clearly outline the system of management of cultural policy at the regional level, its coherence with the overall strategy for the development of the country as "private" and "whole."

4. Discussion

In April 1998, at the intergovernmental conference on cultural policy in Stockholm, the governments of 150 countries were tasked with making cultural policy a key component of the "endogenous and sustainable" development strategy. [12]

The existing models of interaction between culture and economy are already being built taking into account the effectiveness of culture as a socio-economic factor of development. It became obvious that the sphere of culture ceases to take a secondary role in economic processes, it lays the foundation for a new paradigm of socio-economic development, focused on people, their intangible needs. Culture as a sector of the economy creates the cultural capital of the region, its innovative and investment attractiveness. The economic value of culture becomes an important political task, since it solves the problems of the development of the national economy, creates new added value, increases the internal regional product, creates new jobs, etc.

The pronounced heterogeneity of the cultural, social and economic space of Russia requires purposeful activities of the state to coordinate relations between the federal, regional and municipal levels of culture management, to stimulate the development of innovative approaches in the management practice in the field of culture.

The sphere of culture has unique opportunities for synergistic "launch" of innovative processes of socio-economic development of a region: the creation of innovative and investment attractiveness, the formation of regional identity of the population, linking the residents with the "small homeland", with cultural "roots" and, as a consequence, the possibility of "pulling" the region from lagging behind in the dynamic development. Culture is considered by us as a factor of modernizational development of the region, which affects, on the one hand, the value-motivational component of the population, and on the other hand, the regional economy:

firstly, culture affects economic efficiency by supporting shared values that define how group members are included in the economic processes of production;

secondly, culture influences the formation of the concept of "justice" – for example, by installing general moral principles of caring for others and thereby encouraging the creation of mechanisms in which this concern is expressed;

thirdly, culture influences (or even defines) the economic and social chains of a group. At the level of a small group, such as an individual firm, corporate culture can be a value associated with caring for workers and their working conditions, which balances the pursuit of profit and other purely economic indicators essential to the goals pursued by the firm. At the societal level, cultural values can be in complete harmony, for example, with the pursuit of material progress, turning the criterion of macroeconomic achievement into a way of distinguishing between "successful" and "unsuccessful" societies.

And finally, culture influences macroeconomic outcomes in terms of performance indicators, such as GDP per capita, rates of economic change, employment levels, demographic, age, migration, labor resources, etc. [1] Megacities become the main points of innovative development of the territory. In the approved concept of long-term socio-economic development of the Russian Federation for the period up to 2020, it is stated that large urban agglomerations should become part of the long-term development strategy of Russia. The "Strategy 2020" mentions such agglomerations as Moscow, St. Petersburg, the South of the Rostov region and Krasnodar region, the Urals (Yekaterinburg, Chelyabinsk), Krasnoyarsk, Irkutsk and Khabarovsk, as well as Vladivostok. [2]

However, in practice, the huge economic resource of cultural initiatives is not yet obvious for a wide range of managers and politicians; the economic effects of cultural events are hardly noticeable for professionals working in the logic of payback, profitability and efficiency. A serious obstacle to the promotion of this status of cultural policy is the lack of theoretical research on this topic; lack of knowledge of modern forms and innovative opportunities of cultural initiatives in the mass consciousness; lack or insufficiency of empirical and theoretical data on cultural characteristics of different regions and territories.

The implementation of targeted socio-cultural programs for the development of culture of the region allows to actively develop partnerships between the sphere of culture, enterprises, institutions of various sectors of the economy and the population. The cultural potential of self-developing regions, their cultural and symbolic capital, helps to improve the image of the territory, making it economically and socially attractive.

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